

"CUP THE WORLD, travelling with Caffè Vergnano" CONTEST

PROMOTER

CASA DEL CAFFÈ VERGNANO S.P.A. - with registered office at S.S. TURIN-ASTI KM.20 – 10026 SANTENA (TO)
VAT and Tax code IT00169040011

DELEGATED PARTY

Telepromotion Service Srl – Viale P. O. Vigliani 56 – 20148 Milan Italy

CONTEST PERIOD:

from 30 May 2016 to 31 August 2016
Panel of Judges's decision by 7 October 2016

CONTEST AREA: Italy, France, Germany

PARTICIPANTS: Internet users over 18 years old

INTRODUCTION

All interested Internet users, as long as over 18, may request a free Caffè Vergnano branded coffee cup on the www.caffevergnano.com/cuptheworld website from 30 May to 31 July 2016.
The cups will be sent free of charge to the applicants, subject to availability, no later than 31 July 2016.

SWEEPSTAKES RULES:

From 30 May to 31 August 2016 all Internet users who have the Caffè Vergnano coffee cup described above can enter this contest to try to win one of its prizes.
Users can enter the contest only once. Multiple entries found to have the same identity will be voided, even at a later time.

Users may access the www.caffevergnano.com/cuptheworld website to complete the registration form with all the required data or connect using Facebook Connect.

Participants must send a photograph showing their Caffè Vergnano coffee cup in a location of their holidays. The coffee cup must be clearly recognisable and the Caffè Vergnano logo must be clearly visible.
Photographs will not be considered valid for the contest if they do not include cups with the Caffè Vergnano logo or in which the coffee cup is not clearly recognizable or in which the coffee cup is not that received as described in the Introduction.

Participants may send up to 5 photographs during the contest, but may only win one prize during the contest.
If a participant wins multiple prizes, only the most valuable prize will be awarded to that participant, passing the other prizes to the next most eligible participant.

The photographs submitted, after having been inspected by the Promoter, will be published in the contest's gallery on the website, where visitors may vote for them, after registering on the website.
Each day of the contest period, visitors may vote for as many photographs as they like, but only vote for each photograph once.

Software specifically developed for the contest website, analysis of which is available from the Delegated Party will automatically tally the votes expressed by site visitors for each photograph published.

By **7 October 2016** the file containing the number of votes for each photograph will be extracted by the software mentioned above under the supervision of a Chamber of Commerce Official.
The 30 photographs that have received the most votes will be identified in that file, with ties being resolved by selecting the photographs sent first, by date and time.
If multiple pictures have been uploaded by the same author or by different users, but found to be by same author, placements lower than the first one by that author will be voided, leaving their place to the next ranked photograph by another user.

In the same location and still under the supervision of a Chamber of Commerce Official, the 30 photographs identified will be submitted to the indisputable opinion of a panel of technical judges appointed by the Promoter, who on the same day will assess each photograph based on the following criteria:

- originality
- creativity
- emotional content
- interpretation of the theme of the contest

On the basis of the panel of technical judges' assessments, the authors of the 3 winning photographs will be awarded the following:

- **1st placed:** voucher for an 8 days/7 nights trip to Kenya for 2 people (winner and an of-age companion chosen by the winner). The voucher includes: return airfare for 2 people to Kenya (insurance, taxes and fuel surcharges included) from the airport closest to the winner's residence, 7 nights in 4 star hotel in double room (full board). The Promoter will choose the hotel and make the reservation.
The trip to and from the departure airport, and any non-specified items shall be borne by the winner and chosen companion.
Winner and companion must leave together and hold valid passports and documents for travel abroad and have had any required vaccinations required for travel in Kenya.
The voucher must be used no later than 31 August 2017 excluding long weekends and holidays (Sant'Ambrogio/Christmas/New Year/Epiphany/Carnival/Easter/long weekends of 25 April/1 May/2 June 2017).
Total maximum value of the voucher: € 5,000.00.
- **2nd placed:** voucher for a 3 days/2 nights stay in Turin for 2 people (Friday to Sunday). The voucher includes: guided city tour + tour of the Caffè Vergnano company, 2 nights for 2 persons in a 4 star hotel, transfers by car with driver to and from the airport.
Travel to Turin, and any non-specified items, shall be borne by the winner and chosen companion.
The voucher must be used no later than 31 August 2017 excluding long weekends and holidays (Sant'Ambrogio/Christmas/New Year/Epiphany/Carnival/Easter/long weekends of 25 April/1 May/2 June 2017).
Total value of the voucher: € 900.00
- **3rd placed:** 1 Tré coffee maker + 350 capsules (mixed flavours) of Espresso 1882.
Total value of the prize: € 235.00 + VAT

The next 10 authors in the ranking shall be treated as reserves.

TOTAL MAXIMUM PRIZE POOL: € 6,135.00 + VAT if due

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#### **General terms and conditions:**

The event will take place under the supervision of a Chamber of Commerce Official/Notary.

The event will be announced on the website [www.caffevergnano.com](http://www.caffevergnano.com).

The full regulation will be available on the [www.caffevergnano.com](http://www.caffevergnano.com) website and at the headquarters of Promoter for the entire contest period and for 12 months after its conclusion.

All the data relating to contest participants will be held on a server located in Italy.

To be valid, all mandatory fields of the registration must be completed. If connection is accidentally lost while completing or sending the registration form, the participant can reconnect to the site and repeat the process.

The Promoter reserves the right to ask the winning parties to send a copy of their identity documents to check their age for compliance, by email or fax according to the timing and procedures specified.

Winners will be notified at the email address and/or phone number entered in the registration form. If the winners do not reply according to the timing and procedures specified in the winning notification or have provided email address or telephone number that are wrong/non-existent/no longer active, the win shall be deemed cancelled in favour of the first reserve.

Only winners ranking 1st and 2nd will be asked to provide written acceptance of the prize.

For winners of vouchers:

- if the two passengers do not show up on the date of departure;
- if the two passengers, after reaching their destination, for any reason, only partially use the content of the win;
- if they fail to have the requirements and/or documents valid for travel abroad and/or additional documentation needed within the time they are required;

The prize shall be deemed to have been fully paid out and the winners shall have no title to demand any compensation from the Promoter.

In general, the prizes are not transferable. If serious events occur, the prizes can be transferred by means of written proxy subject to written authorization from the Promoter, who will have the option to assess case by case according to the actual issues that have arisen.

After the winner has notified the Promoter of the names of the companions for their voucher prizes, and after the tickets have been issued, the names can no longer be changed.

The winners of the vouchers shall in no way question the means, locations, dates and any other organizational aspect of the prize vouchers, including the planned schedule.

The prizes will be delivered to the winners within 180 days of the victory, without any charge, and in any case, in time for their use.

The Promoter reserves the right to prohibit, even at a later time, the registration of participants who have uploaded photographs at its discretion not suitable, not in line with the spirit of the contest or without the requirements to participate in the contest.

The participant represents and warrants that:

- a) it will not upload promotional or advertising content or any form of solicitation for any product besides those of Caffè Vergnano;
- b) it is the legitimate and exclusive owner of all rights of and/or related to the photograph entered, and that it has the right to freely dispose of and transfer free of charge to the Promoter the right to use, in any form or manner, without notice, in Italy and/or abroad and without time limitations, all the photographs uploaded to the site [www.caffevergnano.com](http://www.caffevergnano.com) during the contest period. The transfer of such rights is exclusive, on any and in all media, for the purposes and under the conditions specified in this Regulation;
- c) it definitively and without limitation waives all economic exploitation rights, any consideration whether monetary or otherwise in relation to the photograph uploaded;
- d) it will not be entitled to make any claim in any regard, now and in the future;
- e) it is aware that once posted, the photograph will be in the public domain.

The Promoter will not be liable for any reason of any use and/or abuse that third parties may make of the photograph published and/or distributed.

If the participant does not comply with the foregoing, it will be disqualified from the contest and its photograph will be removed at the discretion of the moderators of the contest at any time. The Promoter will not be responsible for any infringement of third party rights by the participant, who undertakes to indemnify and hold harmless the Promoter for any detrimental consequence, cost, damage – including fines by the competent authorities – that could arise against the Promoter as a result of violation of the above guarantees.

By participating in the contest, the users give their implied consent to the publication of their picture on the contest website.

Any unassigned prizes in the contest will be donated to the non profit organization: Sermig, Arsenale della Pace, Piazza Borgo Dora 61, 10152 TURIN Tax code 97534500018

If a prize cannot be provided it will be replaced with similar goods of equal or greater value.

In any case, the prizes are not redeemable for cash or gold coins.

The Promoter does not intend to exercise the right of recourse in accordance with art. 30 of Presidential Decree 600 of 29 September 1973.

There is no additional cost for Internet access.

Participation in the contest implies acceptance of all parts of the regulation without any reservation.

Any attempt to cheat and any misstatement or false declaration will result in immediate disqualification. It is strictly forbidden to modify or attempt to modify the provisions relating to the contest, in particular the methods and factors that determine its positive outcome.

For any issues not covered by the contest rules, the Promoter shall apply the provisions of Presidential Decree 430/2001.

**PRIVACY POLICY NOTICE:** pursuant to art. 13 of Legislative Decree 196/03 "Personal data Protection Code" CASA DEL CAFFÈ VERGNANO S.P.A. informs that your personal data will be processed with manual and IT methods for the participation in the contest, subject to your consent, to send you information. Providing personal information is optional but necessary for the participation in the contest. The data will not be disclosed, but may be communicated to external companies involved in some operations and appointed by CASA DEL CAFFÈ VERGNANO S.P.A. The interested party may contact CASA DEL CAFFÈ VERGNANO S.P.A., pursuant to art. 7 of Legislative Decree 196/2003, in order to exercise its rights to examine, modify, delete data or to object to their processing for legitimate reasons, by writing to the data controller at the address stated above. Likewise it is possible to request the list of the data processors.